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IN THE CLAIMS

Please consider the claims as follows:

1. (Currently amended) ~~In an interactive information distribution system comprising provider equipment and subscriber equipment comprising a plurality of set-top terminals (STTs), a method for providing video-on-demand (VOD) programming based on subscriber preferences, comprising:~~

~~receiving, at said provider equipment via a back channel formed between each STT and said provider equipment, subscriber selections associated with an interactive program guide, said interactive program guide sent to said subscriber equipment via a forward distribution channel formed between said provider equipment and said subscriber equipment;~~

~~determining, at said service provider equipment, trend data associated with at least one subscriber, said trend data representing repeated subscriber selections occurring as said subscriber equipment; and~~

~~providing said VOD programming to said at least one subscriber based on said trend data.~~ A method for targeting programming according to subscriber preferences, comprising:

propagating, via a forward application transport channel (FATC), a plurality of video streams representing respective pages of an interactive program guide (IPG), each IPG page depicting programming associated with a respective pair of channel groups and time slots;

receiving, via a back channel, subscriber selections associated with at least one IPG page;

determining trend data associated with accumulated subscriber selections; and

adapting at least one IPG page in response to said determined trend data.

2. (Previously presented) The method of claim 1, wherein each received subscriber selection corresponds to an event, the method further comprising:

stamping each event with a time of occurrence for the event.

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3.   (Original) The method of claim 2, further comprising:
            associating each event with a source where the event occurred.

4.   (Currently amended) The method of claim 1, wherein the collected trend data is ~~reported~~received periodically.

5.   (Currently amended) The method of claim 1, wherein the trend data is ~~reported upon receiving~~received in response to a request for the trend data.

6.   (Previously presented) The method of claim 1, wherein the trend data includes user interaction at the subscriber equipment.

7.   (Original) The method of claim 1, wherein the trend data includes user demographic information.

8.   (Previously presented) The method of claim 1, wherein the trend data includes subscriber selections for specific programming choices.

9.   (Previously presented) The method of claim 1, wherein the trend data is indicative of subscriber preferences for programming.

10.   (Currently amended) The method of claim 1, wherein the subscriber selections include a selection for a particular filter icon from among a plurality of filter icons provided in a user interface ~~at the terminal~~presented at a set top terminal (STT).

11.   (Currently amended) The method of claim 1, wherein the subscriber selections include a selection for a particular program provided to ~~the terminal~~a set top terminal (STT).

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12.   (Currently amended) The method of claim 1, wherein the subscriber selections include a request for a particular program to be provided to the terminala set top terminal.

13.   (Previously presented) The method of claim 1, wherein the subscriber selections include user navigation through a user interface.

14.   Cancelled.

15.   Cancelled.

16.   (Previously presented) The method of claim 1, further comprising:
       determining statistical information for the received trend data.

17.   (Previously presented) The method of claim 1, further comprising:
       polling the plurality of terminals for the trend data.

18.   (Original) The method of claim 17, wherein the plurality of terminals are randomly selected for polling.

19.   Cancelled.

201.   Cancelled.

21.   (Currently amended) The method of claim 1, wherein each received subscriber selection corresponds to an event at the terminal a set top terminal (STT), and wherein the trend data includes a plurality of events collected at thea plurality of terminals.

22.   (Previously presented) The method of claim 21, further comprising:

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categorizing the plurality of events into time of day at which the events

occurred.

23.   (Previously presented) The method of claim 21, further comprising:

categorizing the plurality of events into day of week in which the events

occurred.

24.   (Previously presented) The method of claim 21, further comprising:

categorizing the plurality of events by geographic regions in which the

events occurred.

25.   (Withdrawn) A method for providing information in an information distribution
system, comprising:

receiving trend data based on user inputs at a plurality of terminals;

analyzing the trend data in accordance with one or more categories; and

delivering contents to the plurality of terminals based at least in part on

the analyzed trend data.

26.   (Withdrawn) The method of claim 25, wherein the trend data includes
demographic information collected for the plurality of terminals.

27.   (Withdrawn) The method of claim 25, further comprising:

selecting and targeting contents for delivery to the plurality of terminals

based on the analyzed trend data.

28.   (Withdrawn) The method of claim 27, wherein the targeted contents include
advertisements or programming, or a combination thereof.

29.   (New) The method of claim 1, wherein:

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said adapting comprises at least one of removing and adding programming from an IPG page.

30.   (New) A method for providing information in an information distribution system, comprising:

receiving trend data based on user inputs at a plurality of set top terminals (STTs);

analyzing the trend data in accordance with one or more categories; and

delivering an interactive program guide (IPG) including content selected at least in part on the analyzed trend data.

31.   (New) The method of claim 30, wherein the trend data includes demographic information collected for the plurality of STTs.

32.   (New) The method of claim 30, wherein the selected content includes at least one of advertisement and programming.